

# LORD NORTHCLIFFE'S SPLASHES OF INK, BACKED WITH COURAGE, WRECKED BRITISH CABINETS

England's Foremost Publisher, Now Seriously Ill in London, Always Got What He Went After; He Often Traveled Thousands of Miles to Obtain Facts

DOWNING STREET, NEWS SOURCE, CUT OFF AFTER FEUD WITH LLOYD GEORGE

Started With Small Publication Called Answers and From There His Rise to Ownership of London Times Was Rapid; Recently Declared 5-Day Week for Employes

Printer's ink mixed with courage and brains—that is the compound by which Alfred, Lord Northcliffe, builds and destroys.

He built a great publishing business, with more than sixty newspapers and magazines, reaching 25,000,000 persons a week.

He built so powerful a place for himself in the British Empire that he could make and unmake Cabinets by the smashing force of the printed word backed by undeniable facts.

He is credited, rightly or wrongly, with doing as much as any man in halting the mad flight of the Prussian war chariot.

Unquestionably, he aroused England at a crucial moment in the World War, and almost single-handed raised Lloyd George to power on the ruins of the Asquith Government.

His constructive criticism was never more boldly displayed than when he attacked Lord Kitchener of Khartoum, then England's soldier-ideal, because the right kind of shells were not going to the embattled "tommies" in France.

He has been described as "the most hated man in England" and as "one of England's saviors," a wide enough swing of the pendulum to show the depths of hatred and the heights of acclaim he has experienced.

There has been a touch of the Napoleonic in his career. Critics have hinted broadly that he is a secret worshiper of Napoleon.

England Reread With Interest a "Revelation" During War

In the second year of the war, England reread with new interest a "revelation" ascribed to Tolstoy. In a forecast of the conflict, the so-called revelation declared:

"The great conflagration will start about 1912, set by the torch of the First Arm (war) in the countries of South-eastern Europe. It will develop into a destruction and calamity in the year 1914. In that year I see all Europe in flames and bleeding. I hear the lamentations from huge battlefields.

"But after 1915 a great Napoleonic leader enters upon the stage of the bloody drama. He is a man of little militaristic training, a writer or a journalist, but in his grip most of Europe will remain until 1925.

"The end of the great calamity will mark a new political era for the old world. There will be left no empire or kingdoms, but the world will form a Federation of the United States of Nations. There will remain only four great groups—the Anglo-Saxons, the Latins, the Slavs and the Mongolians."

Men who knew or pretend to know Northcliffe did not hesitate to say that he saw himself described in that "revelation."

Perhaps the anonymous author of "The Mirrors of Downing Street" had that thought in mind when, in his chapter on Northcliffe, he wrote:

"He loves to frown and depress his lips before the camera, for, like a child, he loves to play at being somebody else, and somebody with him is Napoleon—I am sure he chose the title of Northcliffe, so that he might sign his notes with the initial 'N.'"

Northcliffe today is a very sick man. He virtually burned out his mental and physical powers during the war years and the tumultuous years immediately following.

Convinced Star of Destiny Was Guiding His Career

Has Northcliffe, like Napoleon, moved upward to power convinced that a star of destiny was guiding his career? If Napoleon has been his secret inspiration, is the stricken Northcliffe now on a figurative Elba, soon to emerge as a powerful factor in the world of affairs?

Or is he figuratively on St. Helena, with his marvelous career moving to its end?

Lord Northcliffe recently completed a tour that brought him to many corners of the earth. The Pole Star of his policy has been "Find Out for Yourself." Thousands of miles over land and sea meant nothing when he wanted facts.

The Washington Conference had focused attention of the Far East when Northcliffe went to Asia to look about for himself. One result was his prediction that England would stand with America if war came between this country and Japan.

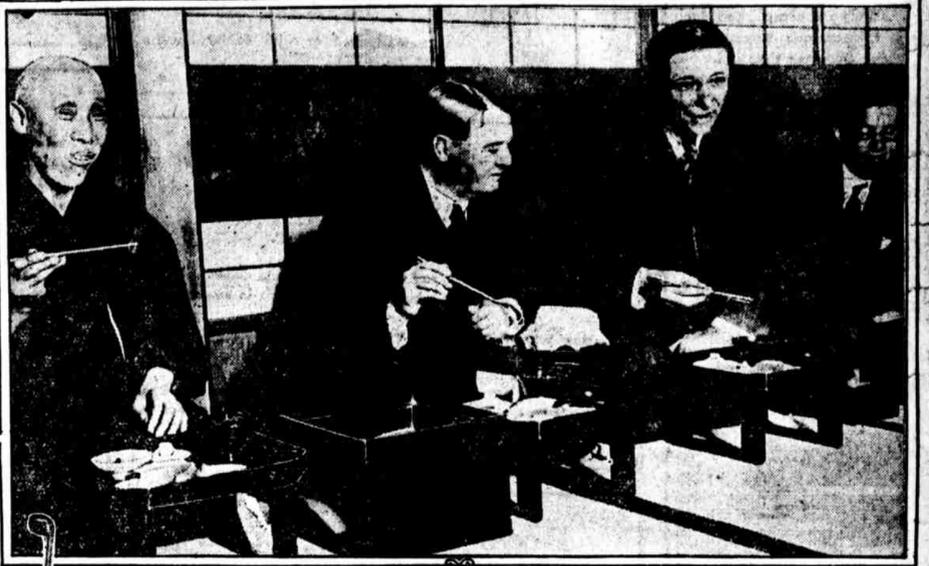
"If the United States is ever menaced in the Far East," he declared in Peking, "if at any time her magnificent work in the Philippines is disturbed, is there any reason why Singapore should not be available for her fleet? Great Britain and America must stand together in the Far East or some



Lord Northcliffe, England's great publisher, who is now seriously ill in London



Lady Northcliffe



Lord Northcliffe wielding the chopsticks at the Maple Club in Tokio

## PROMOTION OF GOOD FELLOWSHIP ONE OF LORD NORTHCLIFFE'S AIMS

THE promotion of good fellowship between the United States and the British Empire is one of the policies Lord Northcliffe has followed persistently.

Spaking in a jocular vein in New York some years ago he said "There have been times when, from the point of view of John Bull, we should have felt a little happier, if instead of the Pilgrims landing on Plymouth Rock, Plymouth Rock had landed on the Pilgrims."

Becoming serious again, he praised the efforts of those who were doing all in their power to continue and further harmonious relations between the two great English-speaking nations.

of money in the Bank of England on a certain day.

The competition was an immediate success. The number of competitors reached a total of 718,000, and the weekly paper was brought to the attention of several million persons. Circulation mounted rapidly and it soon reached 200,000 a week.

Advertising at liberal rates was obtained easily and money began pouring into the little office which had barely covered expenses before. In six months the publication was showing a profit of \$50,000 a year. Six years later the annual profits reached \$300,000.

The future Lord Northcliffe immediately brought out a series of cheap periodicals that won circulation from the start. They included halfpenny comic papers, and penny papers for women, boys and girls. He also established Sunday papers filled with religious articles, serial fiction and Sunday school competitions.

But his ambition soared even higher. He acquired the Evening News, revived that dying paper, and then in swift succession gained control over the Daily Mirror and established the Daily Mail, the latter issued simultaneously in London, Manchester and Paris.

In 1904 he was created a baronet, thus becoming Sir Alfred Harmsworth, Bt. A year later he was created Baron Northcliffe, of the Isle of Thanet.

It was his purchase of the London Times that carried him to the pinnacle of British newspaperdom. Oddly enough the first public announcement of that purchase was made in New York and was cabled from there to London.

Lord Northcliffe was the guest of honor at a dinner of the Pilgrims in New York in November, 1907. Colonel George Harvey, now American Ambassador to England, sat beside the great publisher.

As Colonel Harvey's turn came to speak, Northcliffe leaned toward him and remarked: "He has persisted in sending shrapnel, a useless weapon in trench warfare. He was warned repeatedly that the kind of shell required was a violently explosive bomb, which should dynamite its way through the German trenches and entanglements



"Fore," yells Lord Northcliffe after a perfect drive at the golf course in Biarritz, France

that unless there was swift improvement in British methods that the United States would rightly take into its own hands the entire management of a great part of the war.

Northcliffe explained that he could serve his country better by maintaining independence. He wrote to Lloyd George that he preferred independence rather than to take office and be "gagged by a loyalty I do not feel toward the whole of your administration."

But probably his greatest achievement for England was yet to come. In spite of the severity of his criticisms he was made director of propaganda in enemy countries. He brought all his

go to Washington as representatives of the empire. Neither went, but Northcliffe's papers were barred from receiving information at Downing Street.

Met Lloyd George's Ban With Characteristic Aplomb

Northcliffe met this ban with characteristic aplomb. He said he did not have to depend on Downing Street for news and that his sources of information were better than the Prime Minister's, anyhow.

Lord Northcliffe early learned the secret of winning and holding the confidence and loyalty of his employes. He brought about general advances in

tornadoes. Financiers are always in pannies; the politicians are all engaged in grafting; there is only one law, and that is the unwritten one.

"But when I come here all the Americans I meet are of an extremely normal type, and I find a steady growth and prosperity unexampled in my personal observation.

"The cable, unfortunately, tells too little of the superb public spirit of the United States, or of its straining after such ideals as are expressed by the Metropolitan Museum of Art, the new library, the Museum of Natural History and your splendidly equipped hospitals.

"If there be one element," he continued, "that must strike the least observant stranger visiting any of the great cities, it is the evidence of a public spirit of unexampled strength, which returns to the people in these forms the wealth that has been wrung from the soil and the mines, or won by commerce and industry."

"In the rush of modern journalism there is often not sufficient time to give pause for the consideration of anything excepting immediate and urgent news. But there are on both sides of the Atlantic newspapers of less than millions, and the need that things that politics, stock markets and what the French call 'faits divers.'"

"My humble judgment the more the newspapers tell the better side of the other peoples the quicker become the international understanding.

Declares "Drop of Ink Makes Millions Think"

"Beyond question, therefore, a newspaper can serve an immense purpose, and especially in times of crisis, by remembering that a drop of ink makes millions think, and that a smartly written article may do vast damage to foreign relations."

A little incident that occurred some years ago gives an insight into Northcliffe's methods and shows that a touch of humor is not lacking in his nature.

A speeding automobile killed a child in a country district near London. It raved on after the tragedy and the local police were unable to trace it. Lord Northcliffe became interested and had several reporters assigned with instructions to find the car.

The Daily Mail gave great prominence to the search and offered a reward of 100 pounds for the identification of the automobile. A reporter got a name which in a few hours made the search successful.

The irony of the situation was that the car belonged to Lord Northcliffe's brother, Hildebrand Harmsworth.

The brother himself had nothing to do with the accident. It developed that the car had been taken to the garage without permission for a "joy ride."

Hildebrand Harmsworth gave the parents of the child a pension for life. But the point of the story comes afterward.

A few weeks later London had a sensational murder mystery. A young and beautiful woman was slain in a railroad tunnel and the newspapers were taking a hue and cry after the murderer.

When the hunt was hottest after the unknown slayer, one of Northcliffe's editors suggested to him that the Daily Mail offers a reward of 100 pounds for the detection of the guilty man.

One hundred pounds reward? Northcliffe inquired. There was a twinkle in his eyes. "Yes," he agreed, "but where was my brother Hildebrand at that night?"



The English journalist is shown here at the Cahu Country Club in Honolulu after a golf match

newspaper genius to the task of breaking the enemy morale.

Tumults by the millions fluttered down over the enemy lines, and in Germany, Austrian and Bulgarian territory far back of the lines, the pamphlets far knowledge of Germany's immense losses, the array of nations opposed to her and the hopelessness of her cause.

Let the German commanders themselves speak for the effectiveness of Northcliffe's work as director of propaganda.

Germany Lost When Men's Confidence Was Shattered

According to Field Marshal von Hindenburg, Germany was not conquered by "military prowess," but by "the shattering of the confidence of the German soldier and of the German civilian."

General von Hutler, who commanded the Sixth German Army, repeatedly warned his troops against that "most thorough cause of the whole Entente, Lord Northcliffe, minister for the destruction of German confidence."

Field Marshal von Ludendorff devoted page after page of his "Memoirs" to abuse of Northcliffe and to the re-



The English journalist is shown here at the Cahu Country Club in Honolulu after a golf match

pay for reporters and editors in Fleet street and established a five-day week for his reporters and sub-editors, called copyeditors in this country.

Recently he announced that copyeditors on his Evening News would work but four days a week. He explained that the pace of afternoon newspaper production has become intensified and will become still more intense.

Lord Northcliffe is convinced that the press of the world can do a great deal toward promoting international understanding and good will. At the same Pilgrim's dinner, when his purchase of the Times was announced, he gave his views on that subject with characteristic force.

"I am engaged," he said, "in a profession which is supposed to have a great deal to do with the making of war and peace. I have no doubt it is true that newspapers can do more than merely voice the thoughts and passions of the people, and now that newspaper work is beginning to rank with the older professions, with arms, the law, commerce, the arts and sciences, there is a growing restraint on the part of writers and editors that must make for the world's peace.

"Yet the world, as seen through the

## He Kept on Hammering; Made Trips to Front

But Northcliffe kept hammering, hammering, hammering. He made frequent trips to the front. England began veering to his view. Lloyd George was made Minister of Munitions and in a